

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&A

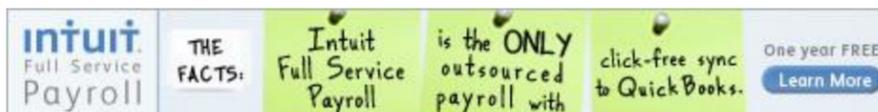


Thursday

Technology



Friday



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VOICE OF THE EDITOR

What's Your Cybersecurity Plan of Attack?

You know how we've talked about having an emergency response plan in place to deal with superstorms, earthquakes, terrorist attacks, and other unexpected and unwanted calamities? Well, according to the recent Deloitte Global TMT Security Study, cyberattacks are much more commonplace than one might imagine, and every company needs to have a response plan in place for that as well. Personally, I particularly like the fact that the study references "hacktivism" – a word that is new to me but that is going to find its way into my conversation on a regular basis. So, while you're thinking about how to protect your company from the viruses and bugs that are floating all around us, how about considering some new workflow measures that can help you save time and make more money? Just in time for dealing with your initial busy season frustrations, CCH is offering a 1-hour webinar, "[Add More Billable Hours with an Automated Digital Tax Workflow](#)." It's not too late to make some changes, and you get an hour of CPE for free.



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TECHNOLOGY HEADLINES

→ Smartphones Take Over

In his forward-thinking book *Technopoly: The Surrender of Culture to Technology*, the late Dr. Neil Postman of New York University observed that the introduction of the automobile at the start of the twentieth century had a dramatic impact on society. Flash forward to today. The prevailing technology dominating our social landscape is the smartphone.

→ Social Media Trends: Where Does Your Firm Stand?

No one can deny that social media is on everyone's mind. It may not be at the *forefront* of everyone's mind, but it's there. Instead of looking at what everyone else is doing, let's look at what other accounting firms are doing – or at least thinking about doing.

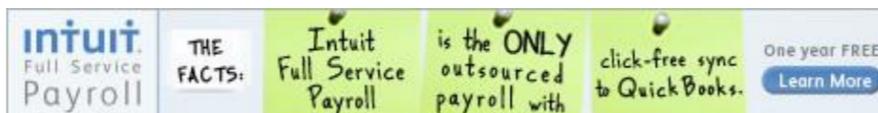
→ Cyberattacks and Hacktivism – Take Cover!

Cybersecurity experts at Deloitte are warning that when it comes to cyberattacks, it's not a question of "if" but "when." A new study shows 88 percent of technology, media, and telecommunications companies don't think they're vulnerable.



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